

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 09/773,943

Group Art Unit No.: 3622

Applicant(s): Ronald Jacoby, et al.

Examiner: Jeffrey D. Carlson

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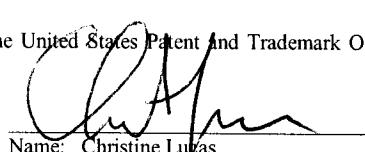
Docket No.: 085804.019600

Title: **SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING MEDIA ADVERTISEMENTS**

Customer No.: 76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on April 30, 2010.



Name: Christine Lucas

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

Date: April 30, 2010

Mail Stop AF
Commissioner for Patents
Post Office Box 1450
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Dear Sir / Madam:

This paper is an Amendment and Response to the final Office Action mailed on March 4, 2010. Please amend the application as follows.

Amendments to the Claims begin on Page 2 of this paper.

Remarks / Response begins on Page 9 of this paper.